



Clear & Simple

BrandScript



Our heroes want

To have an easy way to get and stay organized.

- To have hope that it's even possible
- To know where to start
- To know the steps
- To have the satisfaction of completing a project
- To have tools to keep it organized
- To know it's possible to get organized
- To be proud of their space
- To walk in the door and have it feel good
- To have a well-functioning space in which it's easy to put things where they belong



But have a problem (Villain)

The assumption that they should know how to do this. This villain assumes that everyone is born knowing how to keep a space organized even though no one has ever shown them how. This assumption breeds shame and humiliation in people who do not have the "organizing gene" (a natural knack for organizing). The villain makes people feel hopeless and incapable, when in reality they are perfectly capable once they have a set of easy steps to follow.



But have a problem (External)

- They weren't born with the organizing gene.
- They don't know where or how to get started.
- They don't have a simple easy set of steps to follow.
- They don't know how to keep it up.
- They believe that they should already know how to do this.
- They're overwhelmed by too much stuff and too many to-dos.
- They have no time to get it done.
- The family can't and doesn't help them.
- They don't know how to show the family how to help.



But have a problem (Internal)

- Overwhelmed
- Shame and can't reveal that she doesn't know how
- Hopeless
- Frustrated
- Confused
- Embarrassed
- Afraid
- Checked out
- Feels impossible
- Resentful because no one is helping her



But have a problem (Philosophical)

You deserve to be shown a simple, easy way to get and stay organized.

You deserve to have the know-how you weren't born with.



And meets a guide

Empathy: You've tried many times to get organized only to shove everything back into the boxes behind closed doors. We understand how overwhelming and down-right impossible it feels to get organized when you've never been shown the steps.

Authority: For 20 years, we've fought the false assumption that people should know how to be organized and that, if they don't, they should feel embarrassed or ashamed. Just like most people can't sit down at a piano and play without ever being taught, most people don't know how to organize until they're shown how. The good news is that anyone can get and stay organized if they're shown a few simple easy steps to follow. We call these steps the Clear & Simple way. We've shown over 100,000 people around the world that their situation is not hopeless and that they can tackle any project successfully once they're shown how.



Who has a plan

Get Organized the Clear & Simple Way

1. Pick a small project.
2. Follow the steps.
3. Complete your project.
4. Take on a bigger project now that you know how.
5. Transform your entire space into one you love!



And calls them to action

Direct CTA: Get the know-how now!

Transitional CTA: Download "The Art of Letting Go"



So they can avoid failure

- Their space is cluttered, messy and embarrassing.
- They feel like a failure.
- They're embarrassed to have people over.
- They're afraid their disorganization will reflect poorly on them at work.
- They don't get the job/promotion they wanted.
- They waste time, energy and money.
- They feel hopeless.
- Their space stresses them rather than supports them.
- Their family is unable to help support them.
- They never experience actually getting a project done.



And achieve success

- They move past the start and actually get the project done.
- They start small and learn the steps so they can tackle any organizing project.
- They save hundreds of dollars and hundreds of hours.
- Their space supports them.
- They're proud of their space and want to show it off.
- They have the means to keep it organized once things are in place.
- The system is flexible so it works with their personality.
- They take it step by step and get the entire home or office done.
- They can use this system to succeed no matter what their age or project.
- They save time, energy, and money.
- Every member of the family or business knows how to maintain the space.
- Others can support their efforts.



Oneliner

Problem: A lot of people

Solution: We've helped

Results: As a result,